

# BUFFINI & COMPANY MAGAZINE

“The Brian Buffini Show”  
Celebrates 100+ Episodes

**FIVE FAVORITE  
SUCCESS  
LESSONS**

**INSIDE:**

Ways to invest  
in your most  
important  
asset—you!



**BUFFINI  
& COMPANY**



# GAIN THE MINDSETS, MOTIVATION & METHODOLOGIES OF SUCCESS

WITH BRIAN BUFFINI  
& GUESTS



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**100+**  
EPISODES

OVER  
**3 MILLION**  
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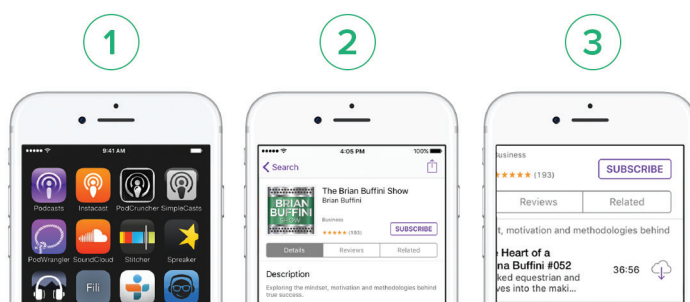
LISTENERS IN  
**165**  
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RATED  
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"Fresh, relevant information on everything related to business, success in life and pursuing your personal goals and dreams. I keep thinking, it can't get better than this. And then it does!"

—CAnderson via iTunes





# CONTENTS

2nd Biannual 2018

## 5 MESSAGE FROM THE EDITOR

Put your oxygen mask on first

## 6 MESSAGE FROM THE CEO

Dermot reflects on two years of "The Brian Buffini Show"

## 7 LETTERS TO BRIAN

Members and non-Members alike weigh in

## 8 INDUSTRY FACTS & FIGURES



A glimpse of the U.S. and Canadian housing markets

## 15 MESSAGE FROM THE CMO

Adapting to an ever-changing environment

## 16 MANAGING THE TOUGHEST PERSON YOU'LL EVER DEAL WITH: YOU

Three mind shifts for managing yourself and giving your business a boost

## 18 ARE YOU CAPABLE OF MORE?

How to access and release your untapped potential



## 10 "THE BRIAN BUFFINI SHOW" CELEBRATES 100+ EPISODES!

Success lessons from five favorites

## 20 OBSESS OVER RELATIONSHIPS

Efficiently and effectively create influencers for your business

## 26 HEALTHY BODY, HEALTHY BUSINESS



Member Melody Davis' journey to making \$250K and losing 100+ pounds

## 28 FROM STRUGGLE TO SUCCESS

Member Earl Endrich goes from "lost" to leading a small team closing nearly \$23M in sales annually

## 30 THE IDEA X-CHANGE

Some of our most accomplished Members share best tips for personal and professional growth

## 32 ON THE SCENE



Members who've brought their kids to MasterMind, and where their kids are now...

## 35 WINNER'S CIRCLE

Member Rebecca Worthington's patience and diligence equal more amazing family experiences

## 37 GET MORE BUSINESS BY BEING YOURSELF

Profiling expert, Kevin Buffini, shares the easiest way to stand out in a competitive market

## 38 HOW TO FIND YOUR BIGGEST ROI

Presenter J'aime Nowak gets you back to center so you see more results in less time

## 40 INDUSTRY INFLUENCERS ON LEADERSHIP

Notable names in real estate share some of their most valuable lessons

## 43 LESSONS FROM THE LEGENDS

From "little improvements" to "leaps and bounds"—with Member Wendy Griffis

## 44 WEATHERING LIFE'S STORMS

Beverly Buffini shares her three best practices to thrive, no matter the circumstances

## 46 10 QUESTIONS FOR PEOPLE I ADMIRE



One of the world's top social media influencers, Scott Stratten, shares his insights on creating an authentic marketing strategy

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# MESSAGE FROM THE EDITOR

**Y**ou likely know this scenario well... Your plane begins to move down the runway and on comes the pre-flight safety spiel, “If the airplane loses pressure...always remember to put your oxygen mask on first, before helping others.”

How true this holds for our day-to-day lives, as well. But alas: LIFE. As a parent who works full time outside the home, it’s so easy to fall into a routine where my kids, my spouse, my job and the responsibilities of running our household come first—before I invest in or take care of myself.

“Put your oxygen mask on first...” For some of us, the concept is counterintuitive. For many of us, it’s easier said than done. And for all of us, it requires intention. That’s what Buffini & Company is here for, to help you invest in your most important asset: YOU.

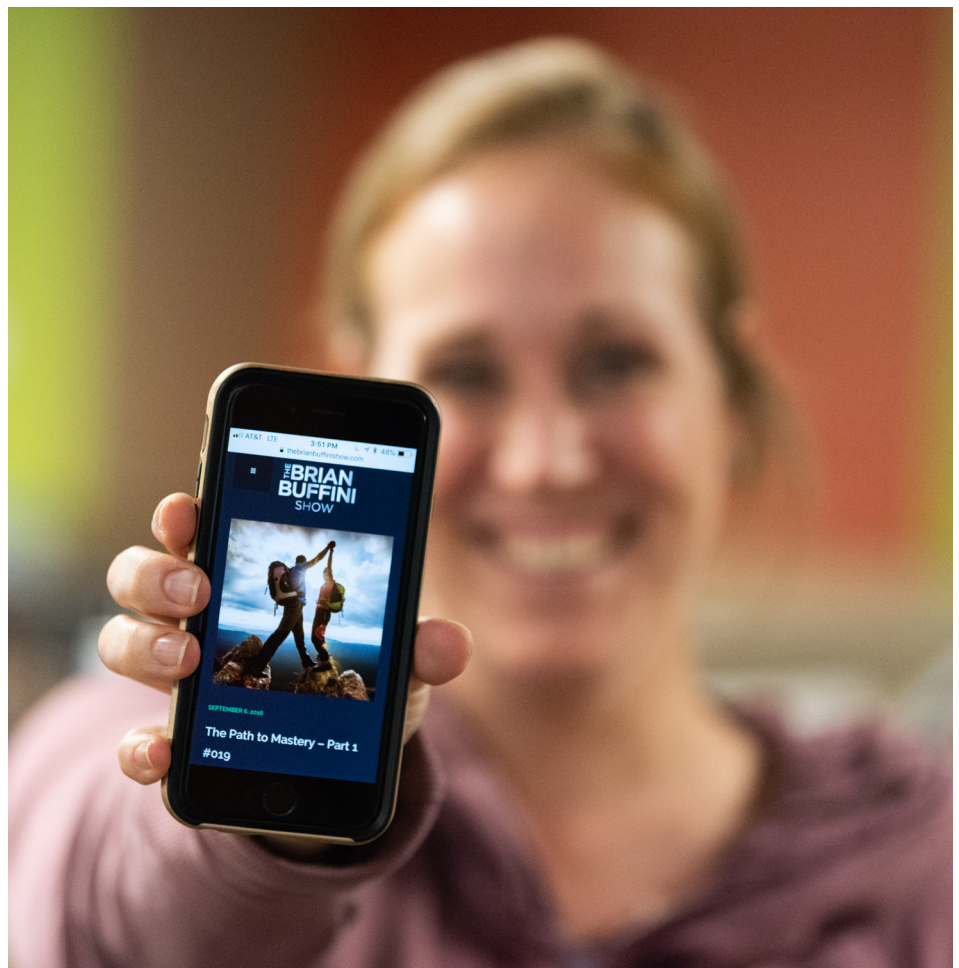
In this issue of the magazine, we dive deep into strategies and tactics for personal development; because we know business success is linked to personal growth. The two are essentially inseparable.

Jim Rohn, a mentor of Brian’s, said, “What you become is far more important than what you get. The important question to ask on the job is not, ‘What am I getting?’ Instead, you should ask, ‘What am I becoming?’ Getting and becoming are so closely intertwined—what you become directly influences what you get...”

With that in mind, check out Brian’s feature on page 10, where he shares the impetus behind “The Brian Buffini Show” podcast, and some of the most important lessons he’s gleaned through 100-plus episodes. A standout nugget: “When your values are clear, your decisions are easy.”

Joe brings us insight on how to create an authentic life plan and advises us, “At age 20, we worry about what others think of us. At age 40, we don’t care what they think of us. At age 60, we discover they haven’t been thinking about us at all.”

Contributions from business and coaching experts Dave McGhee (Vice President of Coaching), J’aimé Nowak (Master Trainer), Kevin Buffini (Head



**“Put your oxygen mask on first...” For some of us, the concept is counterintuitive. For many of us, it’s easier said than done. And for all of us, it requires intention.”**

of Heritage Abilities) and more, offer methods and tips to help you achieve what you’re capable of by leveraging your strengths and discovering your biggest ROI.

And, of course, don’t miss Beverly Buffini, bringing her best advice on weathering life’s storms. It reminds me of the quip, “If you didn’t just get through a storm or aren’t in the midst of one, you’ve likely got one coming!”

To top it all off, we have your inspiring success stories and best practices—how many of you have embraced this personal growth journey, with its highs and lows, and come out the better for it. My

personal favorite: on page 32, kids whose parents brought them to MasterMind describe how attending the event has impacted their lives!

Until next time, make sure you’ve subscribed to “The Brian Buffini Show” podcast, check out Brian’s new book club and let’s keep striving (even if not perfectly!) to pour the good stuff in so we can pour the good stuff out.

**Dawn Brookshire**  
Editor-in-Chief



# MESSAGE FROM THE CEO

For more than 22 years, the team at Buffini & Company has worked hard to provide meaningful content, systems and support to help our clients achieve their goals. As a company, we share your passion: to continually learn and grow, both personally and professionally.

One of the great pleasures of my job is hosting the monthly “Takeover Tuesday” segment of “The Brian Buffini Show” podcast. I’ve had the opportunity to interview some tremendously successful people—from the very first engineer at Instagram, to the heads of the largest real estate companies in the world—and what I’ve found is that highly successful people learn from each other’s stories, successes and failures.

What always amazes me is that even though I interview these people one-on-one, their insights are then shared with millions of people around the world... That’s the power of a podcast! It is a truly transformative communication channel in the worlds of business and personal development.

We launched “The Brian Buffini Show” in March 2016, and were honored when it hit the No. 2 spot in the business category on iTunes. Now, we’ve celebrated more than 100 episodes and reach people worldwide on a regular basis.

In just two years, there have been more than 3.5 million downloads in 165 countries, meaning our audience is in the 6-7 million range! While our core audience is in the United States and Canada, we have listeners in Ireland, Honduras, Malta, Zimbabwe, Nepal and so many more. The reach of the podcast is phenomenal!

What’s more, we have people from all walks of life tuning in: high school students, truck drivers, teachers and lawyers alike. People are contacting us at Buffini & Company saying they listened to the podcast and want to know how they can get more! For a company whose mission is to impact and improve the lives of people, this is



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**“In just two years, there have been more than 3.5 million downloads in 165 countries, meaning our audience is in the 6-7 million range!”**

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powerful stuff.

Are you listening to the podcast? Are your coworkers listening? Honestly, if you are interested in understanding how success works and how it can work for you, subscribe to the podcast right now (the inside cover shows you how in three simple steps). You will not find a more powerful tool for learning

lessons from legends in business, sports and personal development. Best of all, it’s absolutely free.

I’m a big fan of podcasts, both “The Brian Buffini Show” and others. It’s one of the great innovations of our time for learning, growing, competing, and teaching us how to take our business and lives to the next level.

I want to say a special “Thank you!” to all of you who have referred the “The Brian Buffini Show” to your friends and family. Here’s to lifelong learning! It’s an honor for all of us at Buffini & Company to be on this journey with you.

**Dermot Buffini**  
CEO



# LETTERS TO BRIAN

With my first year [in real estate] under my belt, I signed up for the Blitz. It provided a great way to stay in regular contact with my database and ask for referrals. I've closed six transactions, have an additional eight under contract, seven actively looking and eight in my pipeline. This system fits me and it works—business is a ton more enjoyable when you work with “hot” referrals instead of “cold” leads.

I listen to the podcast, read as much as I can and actively work to not let drift come in and move me off the things that build and sustain my business. Thanks for the great information, Referral System and the Blitz!

**Mike Loftis**  
Midland, TX

I have two words for this year's Peak Experience: absolutely phenomenal! Each year, you find ways to improve and deepen the event, and your list of friends who join us is incredibly impressive. The content is like nothing else I've ever seen, and your event team provides those “little extras,” which make Peak Experience so unique and special. And the best part? The community you've created.

**Matt MacPhee**  
Greenbrae, CA

Hi Brian, I'm 17 and have been listening to you speak since I was in fourth grade. The first time I saw you was in 2011 at a seminar outside of Toronto. I was sick for the day, so I tagged along with my parents. After the seminar was over, my mother and I went up to the stage to thank you.

Flash-forward seven years...I have become an avid listener of your podcast and am slowly applying your teachings and principles to my life. Last November, I went through a rough patch and was feeling unmotivated. I wasn't performing at my potential and my grades were slipping. That's when I listened to the “It Is a Wonderful Life” episode [#80] of your podcast and decided it was time to start shifting the way I look at my situation and changing my perspective.

Since I started applying these practices, I have been pulling straight As on my

calculus tests, getting myself back into good physical shape and feeling happier and more motivated than ever before. I've started sharing your podcasts with my friends and reading all the books you recommend. I wanted to say thank you for giving me the inspiration to change my life.

**Trevor Schleihauf**  
Whitby, ON

I just listened to your podcasts with the legend, Brian Tracy [#66 and #67], and oh my gosh...Great golden nuggets! I'm on my third full page of notes. Thank you!

**Natalie Winter**  
Mount Airy, MD

Once again, you hit it out of the park, Brian! I always look forward to your events—but my first Peak Experience is my favorite event so far. I know you work hard to put these events together and I am so thankful! You have changed not only my life, but my family and agents' lives as well.

**Amy Tapp**  
Lubbock, TX

Starting my real estate career with the Blitz productivity sprint was amazing! I come from a banking background and, two weeks after getting my real estate license, I decided to quit my job and take on real estate full time. The Blitz has given me a great foundation to build on. From doing Pop-Bys, to business

lunches, mailings and videos, I feel as if the Blitz really helped my career take off in the right direction, and I'm just getting started! Additionally, your podcast has really helped me push through obstacles along the road.

**Lucas Nogueira**  
Fall River, MA

I just finished listening to part two of your podcast episode on “How to Make it Big in America” [#63]. How fortunate we are, with so much opportunity surrounding us! I now have an appetite to explore my grandparents' immigration to Canada from Italy. What a journey it must have been—all with the hope of giving their kids a better life.







**Mary Nacarato**  
Woodbridge, ON

We had a wonderful Blitz: Launch Your Year here at River City Elite Properties. I had a competition with our sales team where whoever had the highest Blitz score won a certificate, bragging rights and a \$100 gift card, but most importantly, all the new referrals and business!

We had a total of 29 referrals and 51 transactions between four of us on our sales team. I excitedly deposited the biggest earnings in my life for one week of closings: \$83,000. Thank you for all you do to inspire and motivate us!

**Susan Stynes**  
Midlothian, VA

## Join the conversation!

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	Blog	blog.buffiniandcompany.com		

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## INDUSTRY FACTS & FIGURES

# SINGLE BUYERS & THE GENDER GAP

Currently, real estate purchases by single women are nearly triple that of single men. Although married couples make up the majority of homebuyers, the next largest group is comprised of single women.

### MEDIAN AGE OF SINGLE WOMEN HOMEBUYERS

35

FIRST-TIME  
homebuyer

58

REPEAT  
homebuyer

### TOP REASONS SINGLE WOMEN PURCHASE A HOME

1

Change in family situation, such as birth of a child, divorce, etc.

2

Desire to be closer to family, friends and/or relatives

3

Desire to own their own home

### WHY 12% OF ALL SINGLE WOMEN PURCHASED A MULTIGENERATIONAL HOUSE

21%

take care of aging parents

18%

have children or relatives over 18 who are moving back into the house

16%

are looking to save money

14%

have children or relatives over 18 who still live at home

SINGLE WOMEN ARE THE SECOND-LARGEST SEGMENT OF HOMEBUYERS

### SINGLE WOMEN HOMEBUYERS OVER TIME

Over the past three decades, single women have consistently been more likely to purchase homes than single men, even though women typically earn less than their male counterparts.

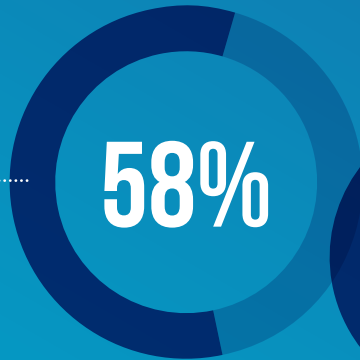




# A GLIMPSE OF THE U.S. HOUSING MARKET



of Americans say they would buy if they were going to move today



of homes sold in the spring were on the market for less than a month

U.S. homeownership rate



Home prices increased in May for the 75th straight month

**\$264,800**

Median existing-home price for all housing types in May

Homes were on the market for an average of

**26 DAYS**

**4.7** Number of months' inventory available nationally at the current sales pace

Median income of homebuyers

**54K**  
First-time homebuyer

**68K**  
Repeat homebuyer

Sources: NAR; Fannie Mae; US Census Bureau

# A GLIMPSE OF THE CANADIAN HOUSING MARKET

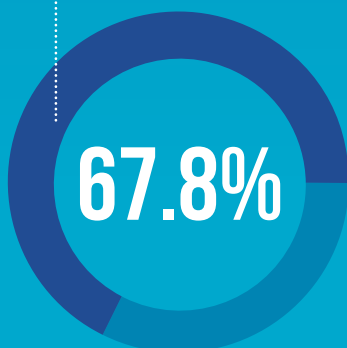
**\$496,084**

The national average sales price for homes that sold in spring 2018 (a **6.4%** year-over-year decrease)

Expected increase of home prices by 2019:

**\$499,400 - \$524,500**

Canada's homeownership percentage remains high



**82%**

believe owning a house or condo is a very good investment

**5.7**

Number of months' inventory available nationally at the current sales pace

Sources: CREA; CMHC; Statistics Canada



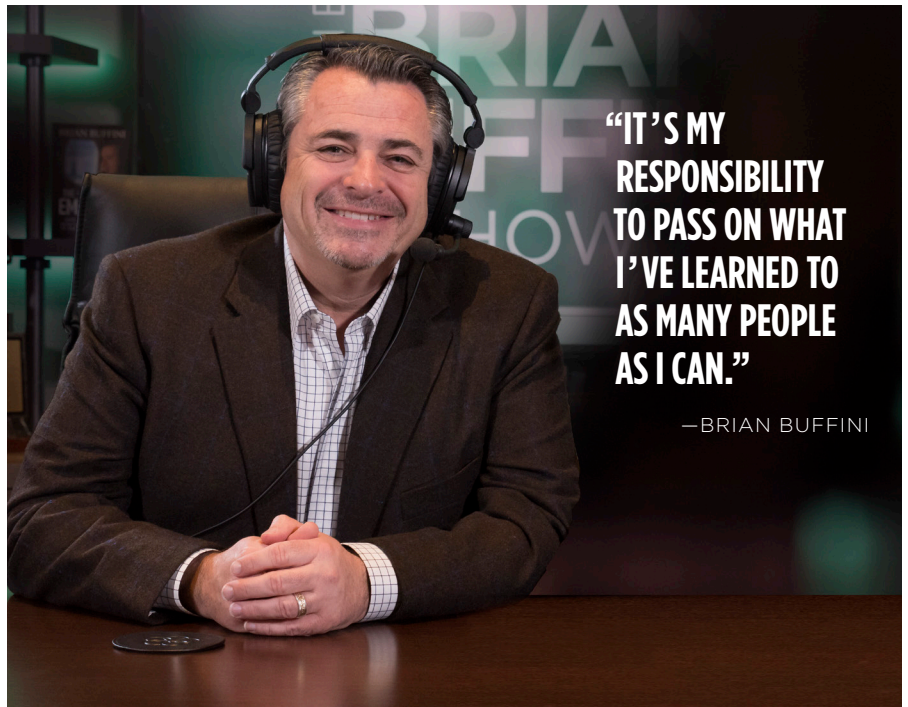
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# SUCCESS LESSONS FROM 5 FAVORITES

**By Brian Buffini**  
*Founder & Chairman*

**M**y mentor, Zig Ziglar, famously said, “Your attitude, not your aptitude, will determine your altitude.” Our attitudes are often the result of what we put in. That being true, if you want to cultivate a positive outlook, it’s important to feast on positive information and surround yourself with positive people. One of the best ways to do this is to commit to continuous personal development.

My own success is a byproduct of this commitment. Over the past 32 years, I’ve listened and relistened to cassettes and CDs (now podcasts and MP3s!), read and reread books, and attended events to keep my mind sharp and motivation high. In addition to Zig, I’ve had many mentors who have guided my journey, including Jim Rohn, Stephen Covey, Og Mandino, Brian Tracy and Earl Nightingale, to name a few. We live in an age where we have all the information we could



**“IT’S MY RESPONSIBILITY TO PASS ON WHAT I’VE LEARNED TO AS MANY PEOPLE AS I CAN.”**

—BRIAN BUFFINI





ever need at our fingertips. However, there's a difference between knowledge and wisdom. Unfortunately, Google can't provide wisdom; it's gained from experience. I began "The Brian Buffini Show" podcast in response to the need I saw in the market for positive information from someone who's built their business from the ground up and lived to tell the tale.

Over the course of our 100-plus episodes, we've delivered the mindsets, motivation and methodologies of success to people in all businesses and stages of their careers. In addition to sharing my personal experiences, we've interviewed several of my mentors and others in a variety of fields, including business, medicine and sports, to learn their best

The goal of The "Brian Buffini Show" is to produce the best, highest-quality podcast out there. Each week, we prepare for the podcast as if each episode is going to be our last. We want to continue to grow virally so we can impact and improve the lives of millions of people around the globe.



tips and strategies for success and hear how they fulfilled dreams in their lives. Regardless of our individual journeys to professional achievement, we share several commonalities.

## PUT IN THE WORK

**1** If you want to achieve success, you have to put in the work. People want opportunity

brought to them, instead of doing the work themselves. Professional baseball player, Sam Ewing said, "Hard work spotlights the character of people. Some turn up their sleeves, some turn up their noses and some don't turn up at all."

People want to build the next app and—poof!—become instantly successful, but it doesn't work that way. Inconsistent work ethic leads to inconsistent earnings; inconsistent earnings lead to missed opportunity; and missed opportunity will absolutely undermine any attempts to build your own fortune. If your work ethic is consistent and your competition's isn't, you gain the advantage.

Unfortunately, many people complain about the process, perhaps because they feel it's taking too much work to succeed. If this sounds like you, listen to what you say when you catch yourself complaining. When you complain, it exposes a creeping sense of entitlement. What's the cure? Gratitude.

You can't feel entitled and grateful at the same time. When you begin to hear yourself complain, list the reasons you have for not complaining. Think about all the things in your life to be grateful for: your health, your family, your business, the opportunities before you. This exercise in gratitude is sure to keep entitlement in check.

## MAKE UP YOUR MIND

**2** If you want to achieve success, you have to make up your mind to do so. Indecision can prevent you from moving forward, and when you're stuck, it's impossible to achieve your goals. The good news is, by controlling your attitude and taking ownership over your activities each and every day, the feedback you receive will keep you moving in the right direction.

What do you truly want in life and in business? What does happiness look like to you? What does success look like? What can you do, change or decide today to make your vision a reality? When your mind is made up in each area of your life, it will take you to the next level of resolve. Good choices will continue to build on one another and, before you know it, you'll be exactly where you want to be.

## REDEFINE WEALTH

**3** Wealth is what you make with what you have. Unfortunately, many people are under the mistaken notion that in order to be wealthy, you must have an Ivy League education or been born with all the advantages.

The reality is, the only thing that defines your potential is you, not your circumstances. Look at me; I'm the son of a housepainter—hardly a silver-spoon upbringing—but through hard work, determination and smart financial choices, I've been able to acquire wealth.

So, what's the key to building wealth? Acquire assets over time and ensure your pocketbook is in line with your values and what you truly want. Show me what you

## KEEP YOUR FEEDBACK COMING!

One of the best parts of hosting "The Brian Buffini Show" is the feedback we receive from listeners. My mail has doubled! I've received emails and letters from so many people who are new to this kind of content, and their stories are moving.

We've had a long-haul truck driver change his life and lose 100 pounds; we've had marriages that were separated come back together; people have gotten their financial houses in order. Our younger listeners have set goals for the first time in their lives and have direction. There are too many examples to mention, but all in all, reading the feedback gets me fired up for the next 100 episodes! Keep the letters coming to [brianb@buffiniandcompany.com](mailto:brianb@buffiniandcompany.com).



spend your money on and I'll show you your values. Are these the values you truly hold? If not, reconsider where your money is going; and remember: the best things come to those who wait.

## GET ON THE SAME PAGE

**4** If you're in a relationship, ensure you and your partner are on the same page.

Just as people drift in their businesses, they also drift in their marriages. In fact, one of the biggest reasons couples divorce is because they begin to disengage from one another.

A healthy, successful marriage takes a lot of work! That's why it's imperative to be intentional. Create a blueprint to follow, and you'll be able to accomplish your dreams together. Beverly and I take timeouts to reassess and regroup.

From the beginning, we were intentional about our goals, the way we raised our children and the way we related to one another. We review our blueprint regularly to help us stay on track and check in with one another to ensure we're on the same page. It helps us maintain perspective and ensure we're one another's priority.

## LIVE BY YOUR VALUES

**5** When your values are clear, your decisions are easy. What are your values? Are you living by them?

People unintentionally live in ways that aren't consistent with their values. As a result, they may feel stressed out or in pain. On the flipside, when your actions are consistent with the things that are most important to you, you're happier and more satisfied with your life. You're willing to fight through challenges and persevere in the face of stress.

If you don't feel as if you're living by your values, take a moment to define what they are and what you truly want. Then, write down steps for how to align your actions with your values, so you can achieve the things in life that are most important to you.

When other people judge you for being so committed to your values, and they most likely will, you'll understand the price for living an authentic, value-driven life.

"The Brian Buffini Show" is available on iTunes, Stitcher, PodBean, Pocket Casts, iHeart Radio, Spotify and Google Play.

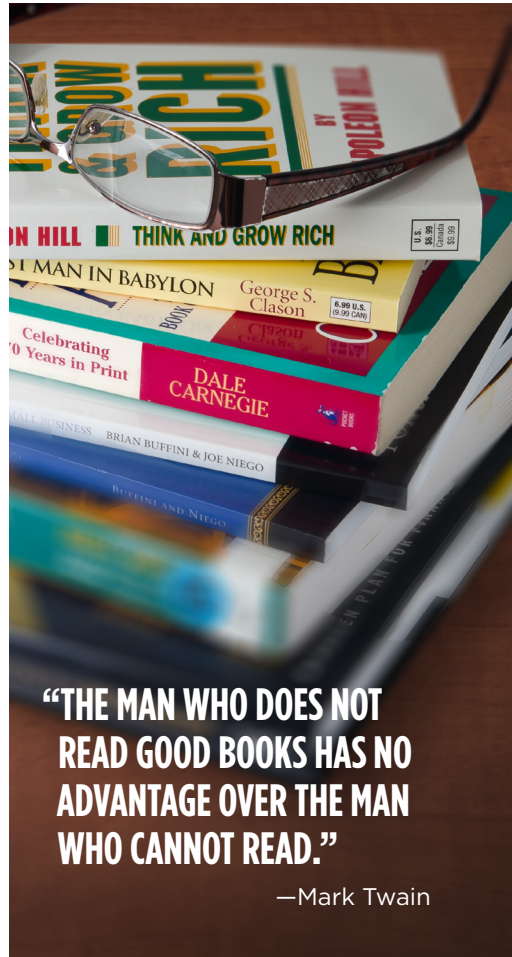
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## Books that form the FOUNDATION OF SUCCESS

Fill your mind with positive information and you'll not only grow yourself, you'll grow your business. I make it a point to reread and study the books that have had the biggest impact on me and my business and am always giving them away to others who will benefit from their advice.

In fact, that's why we're launching Brian Buffini's Book Club—to keep all of these influential books in one place. If you've already read them, read them again and see if there's anything new that stands out and applies to this stage of your life. Hopefully these books will impact you as they have me!



**"THE MAN WHO DOES NOT READ GOOD BOOKS HAS NO ADVANTAGE OVER THE MAN WHO CANNOT READ."**

—Mark Twain

### THINK AND GROW RICH

Napoleon Hill

### THE RICHEST MAN IN BABYLON

George S. Clason

### ACRES OF DIAMONDS

Russell H. Conwell

### HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

Dale Carnegie

### THE GREATEST SALESMAN IN THE WORLD

Og Mandino

### THE STRANGEST SECRET

Earl Nightingale

### WHAT TO SAY WHEN YOU TALK TO YOURSELF

Shad Helmstetter, PhD.

### THE POWER OF FULL ENGAGEMENT

Jim Loehr and Tony Schwartz

### WAKE UP AND LIVE

Dorothea Brande

### THE POWER OF HABIT

Charles Duhigg



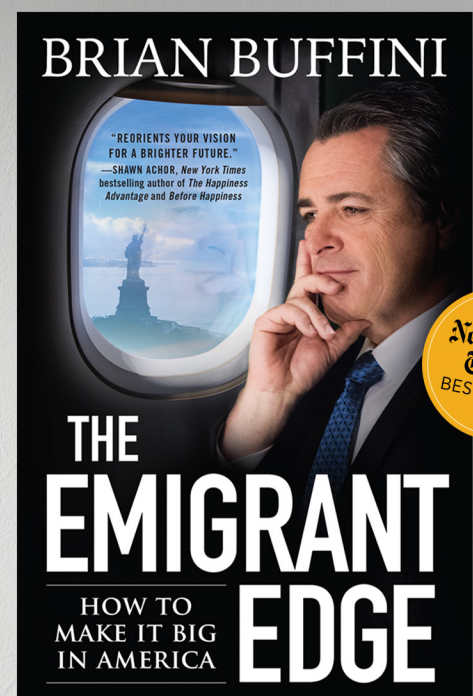


# A BOOK CLUB FOR THE **SUCCESS OBSESSED**

Brian shares the books that have been most influential on his business and life. Each offers a timeless message to help you reach your goals, achieve success and live the good life.

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# MESSAGE FROM THE CMO

I believe most people recognize personal growth is an essential ingredient for a successful career and a great life; it's often the difference between achieving your wildest dreams and merely surviving.

Professional development takes on even greater importance when you work in the real estate industry, which is constantly evolving. While time-tested strategies are always relevant, the tactics used to meet this ever-changing environment are often a moving target.

I've always believed you can grow professionally in three key ways:

## BE CURIOUS

Walt Disney said, "We keep moving forward, opening up new doors and doing new things, because we're curious...and curiosity keeps leading us down new paths." What should you be curious about?

**Your customers:** ask them questions about how you can help them overcome challenges, solve problems they have or make their lives easier.

**Your field:** network with other professionals in your field to find out what's working well for them, what's challenging them and the solutions they have.

**Other industries:** talk to people or listen to podcasts from experts in fields completely unrelated to yours. They often have similar challenges and may approach them in different ways, which you can learn from.

Being curious ensures you'll have the information you need to meet the needs of your clients and exceed their expectations.

## READ OFTEN

Read as much as you can. Choose books that expand your mind and give you new ways of thinking about a topic. Keep a journal of key points



**"A commitment to lifelong learning will not only help you build the good life; it will give you the plan to get there!"**

that resonate with you. Ask other agents and the people you admire to recommend books they've found interesting or impactful.

## KEEP PERSPECTIVE

Many people suffer from the mindset of "the grass is greener on the other side of the fence." Although the grass may be greener elsewhere, it's only that way because it's been watered and cared for. The time spent longing for the other side of the fence is better spent appreciating what you have and setting goals to improve your side.

**Grow where you're planted:** even if you're not happy where you're currently at, be open to opportunities that allow you to learn and do those unexpected extras. Taking advantage

of these opportunities not only allows you to build your skills and show your initiative; it can lead to bigger opportunities. Growth is a continuous process, one that pays off exponentially if you commit to it.

There's a saying that goes, "old ways don't open new doors." Tactics that worked in the '90s probably don't work today; and the only way to keep your competitive edge and upward momentum is to grow personally and professionally on a daily basis. A commitment to lifelong learning will not only help you build the good life; it will give you the plan to get there!

*Terri King*

**By Terri King**  
Chief Marketing Officer



# Managing the Toughest Person You'll Ever Deal With: YOU



**By Joe Niego**  
*Presenter &  
Trainer*

**I**n life, we are pulled in so many directions. If we don't manage ourselves, we will drift through our years and accomplish nothing...or...worse yet, live the life someone else thinks we should live.

Managing yourself personally is hard enough, but as a real estate pro, you must also manage yourself professionally. The real estate business is unique. In this business, it's like you sort of have a boss, but sort of don't. It's like you sort of have a job, but sort of don't. It's like you sort of have a paycheck, but sort of don't. I know, it's strange and complicated!

In this very unstructured real estate setting, it's common for people to drift through the day, the week, the year. To be productive, you must be able to manage yourself, specifically your time and energy.

The three mind shifts below are vital to managing yourself and will also result in a boost for your business.

## CLEAR OUT ROOM TO WORK

Life is busy. We can all agree on that. But, if you're "busy" all the time, you're probably not managing yourself and your commitments very well. Most real estate pros are overcommitted, trying to manage too much unimportant stuff and missing those crucial tasks that will make them more productive.

Think about your typical day. It is quite easy to work the whole day, but not really be productive. After all, activity doesn't always equal productivity. You can busy yourself by returning calls, sending emails, searching the internet, tweeting, posting and snapping—and have you ever noticed that people who have nothing to do

always want to do it with you? Now throw in family demands and errands to run, and don't forget there are deals to follow up on! What a day!

Truth be told, if everything is important then nothing is important. Stop busying yourself with tasks and forced obligations. It's time to clear out "room to work" on those things that are important for your business and in your personal life. Clear out room to think. Clear out room to restore energy and focus. When electric circuits are overloaded, they blow. When balloons are overfilled, they explode. When a person is overburdened, they are inefficient, unfocused and unproductive.

To start, clear out room to work by eliminating mental obstacles that get in the way of your success. Clear out excuses; clear out the negative self-talk; clear out negative people; clear out worry; clear out drama; clear out procrastination; clear out indecision; clear out self-consciousness. You cannot hang around negative influences and expect to be a positive, productive person. Clear out all that mental clutter!

Secondly, recapture some valuable time to do what is important by clearing out meaningless activities. Clear out all those "occupational hobbies" that fill your day and waste your time. Clear out the negative, unproductive conversations with associates. Clear out the internet surfing "click-bait-news-articles." Clear out the meaningless entertainment of Facebook videos. Clear it all out and learn to say "No!"—and do it without explaining yourself. When you say, "No," to these occupational hobbies, you are really saying, "Yes," to generating leads and productivity. Try it—it's liberating!

**"Clear out all those 'occupational hobbies' that fill your day and waste your time."**

## BE BOLD

Life is now! Don't wait 'til tomorrow. Don't allow fear, doubt and indecision to strap you down and rob you of your potential. Take a calculated risk. Go for it. Be bold!

Now, when I say "be bold," I'm not saying to be overbearing and full of yourself. I'm not saying to be loud and overstep your bounds. I'm not saying to be bold at another person's expense. Rather, allow your boldness to break through the barrier of fear.

How do you need to be bold in your business? Do you need to ask for more referrals? How about using the Mayor Campaign to add to your database (even if it's not perfect)? Maybe you can be bold by saying "bye-bye" to an energy-draining buyer. It might be as simple as hiring an assistant or getting a coach. Where can you be bold in your business to stimulate your production?

What holds you back from being bold? From my experience and research, two main deterrents hold real estate pros back. The first paralyzer is fear of failure. Are you afraid to take a risk because you might fail? Well, brace yourself for failure, because anyone who is bold will fail at some point. Henry Ford said, "Failure is only the opportunity to begin again more intelligently."

Secondly, fear of what other people think about you often deters boldness. This is exactly what it means to fall into someone else's plan; we often let other people decide our direction, when they really offer no direction whatsoever. At age 20, we worry about what others think of us. At age 40, we don't care what they think of us. At age 60, we discover they haven't been thinking about us at all. What a waste of energy and time.

Don't live in that prison of fear. Face your fear, be bold and take that risk. You will never regret it!



## SET UP FEEDBACK MECHANISMS

In the real estate business, sometimes it's hard to see real progress. Many agents feel the need to stay "busy" to feel like they're working. We have already talked about these occupational hobbies...Are you checking your email, listening to voicemails, checking on files, posting on social media? These tasks are necessary at some point, but they don't propel your business forward. Lead-generation activities must be the focus of your workday. If you have not engaged in lead-generating activities today, you have not worked.

Sometimes it is hard to measure our progress when working on lead generation. A call today doesn't mean a listing appointment tomorrow. How can

we get feedback to make sure we are on task? Simple: Referral Maker CRM is a great feedback mechanism to keep you on track when it comes to performing those crucial tasks in your business. All the charts, graphs and numbers will provide the exact feedback you need. Referral Maker CRM will keep you accountable for those activities that are most important.

Remember, there is no such thing as failure; there is only feedback. All businesses require feedback to evolve and thrive. It provides you the information you need, so you know

when to stay the course and when to make adjustments or corrections. Feedback will direct you exactly where you want to go.

The toughest person you'll ever manage is *you*, so take a minute and think about which one of these three mind shifts, once embraced, would help you manage yourself more effectively and give your business a boost. Need to clear out room? Need to be bold? Would consistent feedback keep you on track? Make progress in any of these three areas and you'll undoubtedly see an increase in your productivity.

**"Remember, there is no such thing as failure; there is only feedback. All businesses require feedback to evolve and thrive."**





# Are You Capable of More?



**By Dave McGhee**  
*Vice President  
of Coaching*

“Are you capable of more?” It’s a question that cuts to the core in any circle of our lives.

Are you capable of more in your business? What about your personal and family life? Are you capable of more spiritually or financially?

Most of us feel we have untapped potential. The question is: how do we tap into it?

## FOCUS ON WHAT FULFILLS YOU

The busyness of our lives often clouds what is truly possible. We have things to do, obligations to keep and goals to achieve. If you want to tap into your potential, you need to take a step back and focus on what fulfills you.

Fulfillment is about more than goals. It’s about meaning, purpose and satisfaction. So, take a moment and think about your vision for a truly fulfilling life.

What would it look like? How would it make you feel?

When you identify what fulfills you and align your goals with that meaning and purpose, clarity follows. Clarity allows you to see more of what is possible, and more of what you are capable of achieving.

## CHALLENGE YOUR PERSPECTIVE

Focusing on what fulfills you allows you to envision the life you want to lead. To live that life, you’ll need to challenge your perspective.

Perspective is the way we see the world. The way we see the world influences the way we think and act. How we think and act determines how we live.

To get different results, we need to think and act differently. To do that, we need to challenge our perspectives.

Here is a simple example of challenging your perspective. Our coaches often work with Members who struggle to call through their database. One common reason is that our Members don’t want to “bug” their relationships. “Bugging people” is one way to look at making calls.

But, when you call a loved one, are they bugged? In most cases, no. They enjoy the conversation, and so do you. So, one way to look at making calls is that they’re giving you and those in your database the opportunity to enjoy some conversation.

Same call, two different perspectives. Here’s the magic—you get to choose your perspective.



“Ask your coach to help you clarify what fulfills you, challenge your perspective and examine your process.”

## WHAT’S YOUR PROCESS?

Fulfillment is about meaning, and perspective is about how you see the world. Your process is about your experience.

The classic advice on achievement is to set a goal, make a plan and take action. Follow that advice and you’ll likely achieve your goals. The problem is, you’re likely to miss the point as well.

The process is not about what you make of the pursuit, but what the pursuit makes of you. It’s the journey, not the destination, that counts.

Examine your journey. How does it make you feel? What are you learning? What would you change? What would you keep doing? When you ask those questions—in good experiences and bad—a world of opportunity opens up for you.

As you examine your process, you find you are capable of more and become excited to pursue it.

## PUTTING IT ALL TOGETHER

If you’re in coaching, make sure you’re getting the most out of your Membership. Coaching is about drawing out one’s potential.

Lean into your coach. Come to your coaching calls prepared. Have a focus and desired outcome for each session.

Our coaches are masterful at drawing out potential—at helping people discover what they are truly capable of to expand those capabilities.

Ask your coach to help you clarify what fulfills you, challenge your perspective and examine your process.

If you’re not in coaching, now may be the time to make that investment in yourself. Not everyone needs a coach, but everyone is better with one.

Find your untapped potential and start using it. Once you do, you’ll discover you’re capable of having a more rewarding business and personal life.

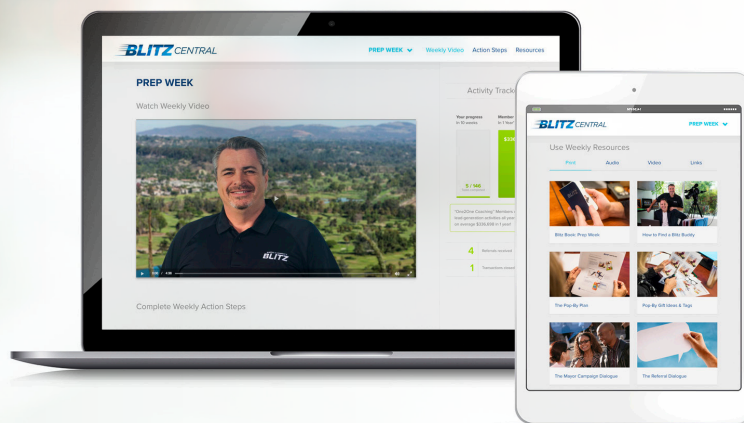
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INCLUDED  
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# Obsess Over Relationships



**By Jeff Hooker**  
*VP of Product Development*

In today's world, where there are countless ways to connect with people, you must be intentional when managing your relationships with family, friends, colleagues and clients. The time spent developing and nurturing your relationships is often in competition with countless other tasks. Scheduling and optimizing your time is crucial if you want to be most effective when it comes to your business and your clients.

For example, you may have your client contact information in various locations...a business card in your desk drawer, an email address in your Gmail inbox, a name and number scribbled on a piece of paper or in the call log of your cell phone. When you depend on multiple locations to maintain your client information, time management goes out the window.

How effective can you be when you're always searching for someone's contact information? And, more importantly, some contacts may fall through the cracks, sometimes literally, and ultimately cost you a vital relationship. So, what can you do to build relationships efficiently and effectively?

## PRIORITIZE YOUR DAY

Begin by prioritizing your time. What are your priorities for the day? Referral Maker CRM uses an algorithm to reveal who to connect with each day, so you'll never spend time wondering who to call, write a note for or deliver a Pop-By to. Prioritizing time with your network of relationships is often highly rewarding to you and your contacts. Why? You're not in a rush to move on to the next thing. You can check in with your clients and listen for ways to answer their needs. Dedicated relationship-development time makes it easier to reach your business goals.

## OPTIMIZE YOUR TIME

When you know what to do to "win the day," you'll use your time more effectively. If you've ever wanted to lose weight or get in shape, you know that having a specific and stated goal in mind will help determine the amount of time you need to invest to achieve it.

Similarly, if you want to lead a thriving business, reflect on who matters most and how you can and should invest in that relationship. This is why we advise reviewing your database periodically to sort your relationships. For example, a C client may become an A+ client after they've sent you a few referrals. This ensures you're making the most effective use of your time and spending it with the folks that drive your business.

Check out the recent update to Referral Maker CRM, it is sure to help optimize your time. Recently, we added Google and Outlook synchronization for your contacts and calendar events. Now, you can automatically sync your Google or Outlook contacts and calendar. Duplicate contacts are consolidated. Any updates you make to your contacts in Referral Maker CRM are synced back to Google or Outlook. By incorporating new technology innovation into Referral Maker CRM, we intend to help you optimize some of the time-consuming tasks that may distract you from achieving your goals.

## PURSUE PERSONAL GROWTH

When you set priorities and optimize your time, you have more availability to dedicate toward pursuing personal growth opportunities, whether it's attending a seminar, reading or meeting with a mentor or your Buffini Group. Having the time to participate in activities you enjoy, whether or not they're business-related, renews your energy and allows you to be more effective. At the end of the day, you will benefit, and your contacts will, too.



**“Referral Maker CRM uses an algorithm to reveal who to connect with each day, so you'll never spend time wondering who to call, write a note for or deliver a Pop-By to.”**

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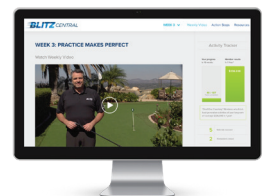
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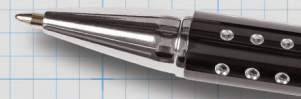
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\*Based on annual income. Buffini & Company is the only business coaching company that tracks and verifies its numbers.

# Healthy Body, Healthy Business

**By Laura Foreman**

*Copywriter*

**M**elody Davis first learned of Buffini & Company when she began her career in real estate 12 years ago. Her broker encouraged all new agents to take the Buffini & Company-developed training program, 100 Days to Greatness [the precursor of Peak Producers]. Through the training, Melody became familiar with Brian Buffini's Referral System and began putting the system to work in her own business.

It wasn't until seven years ago, at Turning Point in Philadelphia, that she made what she describes as the "quantum leap" to join One2One Coaching. "In order to go to the next level, I needed an accountability partner," she says.

Coaching has helped her stay on track. In addition to Referral Maker CRM giving

her the activities she has to complete each day, Melody is aware her coach, Krista Agüero, will remind her of any incomplete activities. "I know coach Krista will get on me," she jokes.

## FACING CHALLENGES WITH THE HELP OF A COACH

As a result of coaching, her business has improved up to 25 percent every year, and now, more than 93 percent of her business is by referral. The system allows her to stay on the minds of her clients. Though she strives to complete 100 percent of the activities, having a coach allows her to achieve more than she would if she was on her own.

Melody has also achieved her goal of reaching the \$100,000 mark. Now, her eyes are set on the next level. "I set a new goal to reach the \$250,000 mark that

RE/MAX sets," she says. Coach Krista has helped her stay diligent on the tasks at hand to achieve this goal.

Additionally, coach Krista has helped her overcome her fear of hiring an assistant. "I leaned into my faith and prayed on it," she says. Melody hired an assistant, Lauren Rickards, in May, after interviewing her three times. Lauren is a former client of Melody's who took the Referral System to heart after watching Melody practice it so well. "She wrote me a personal note after the interview and even delivered a Pop-By," Melody explains.

## ACHIEVING GOALS OUTSIDE OF BUSINESS

By far the most significant goal Melody has achieved is losing more than 130 pounds. "Every year at events like MasterMind, I'd make the goal to lose 100 pounds and buy a

After acting on a longtime goal to lose 100 pounds, Melody Davis relies on the accountability provided by her coach, her Buffini Group and the Referral System to keep her health and business in shape.





house,” she says. Although she purchased the home five years ago, she had yet to lose the weight.

“I weighed about 370 pounds and it was getting difficult to show homes,” she says. Since a large part of real estate involves showing homes, including walking upstairs and downstairs, she knew she had to get in shape if she wanted to offer her clients her best self.

“Listening to Beverly Buffini speak about health and wellness at MasterMind a few years ago, it clicked that I had to lose 100 pounds,” she says.

Feeling motivated after the event, she began to make small goals to lose five to 10 pounds a month. In addition to creating meal plans every three or four days, she goes to the gym three times a week...and it’s not just any gym; it’s a CrossFit gym.

“At first I was doing pushups against the wall. Now, I do them on the floor,” she says, proudly. Because of her commitment to a healthier lifestyle, she now aspires to compete in a CrossFit Regional Event and has a coach at the gym who also helps her achieve her health goals.

“The process has been difficult, but rewarding,” she says. During this challenging endeavor, she’s swapped bad health habits for good ones, greatly modified her nutrition plan and enjoys pushing herself at the gym several times a week. She’s worked hard to lose weight and is determined to stay on a healthier path. Melody credits her coaches for helping her get there. “Your coach is there to push you to the edge, but it’s up to you to fly,” she says.

Melody also finds accountability from her peers. Recently, she joined a Buffini Group. “It’s more people to hold you accountable,” she says. Each month, Members are encouraged to set and share a goal they’d like to achieve by the next meeting. By saying the goal aloud to other people, she’s more motivated to achieve it.

## SETTING GOALS IN ALL AREAS OF LIFE

Taking control of her health has encouraged Melody to set ambitious goals in other areas of her life, and she works with her coach to achieve them. One goal is to close 50 transactions this year.



Since joining One2One Coaching, she’s increased her average annual number of closed transactions from 20 per year to 30 per year. So far, she’s on track to reach her goal of 50 closed transactions in 2018.

Another goal pertains to her finances, specifically, having enough money in her account to pay taxes without needing to make payments. Over the past seven years, her expenses have been reduced. “I was buying leads. Not anymore,” she says. Instead, she invests in her client relationships through daily lead-generation activities and social connections.

Her coach credits her natural, genuine desire to help others as her

greatest strength. Indeed, her upbeat personality and infectious energy allow her to cultivate relationships with her best clients. “She has figured out how to lean into her strengths and work the system from that angle,” says coach Krista. “As a double-relational individual in her Heritage Profile, she loves client parties and Pop-Bys. She genuinely loves her clients and has fun showing that love through her client-centric activities. She even has an annual spa party for the single ladies in her database, in addition to her annual pie party at Thanksgiving.”

## ENJOYING THE GOOD LIFE

Melody takes the lessons of her coach and Brian Buffini to heart. “I’m working less now and taking advantage of my time not in the office,” she says. She protects her personal time by turning her phone off at a certain time each day, something that both coach Krista and Brian have stressed. “There’s nothing that can’t wait until tomorrow,” she says. Additionally, she takes a vacation every quarter to help recharge her energy and motivation.

The accountability and guidance of One2One Coaching has made a significant difference in both Melody’s business and personal life. What advice does she have for someone who’s considering One2One Coaching? “Just go ahead and take the plunge!”

“Your coach is there to push you to the edge, but it’s up to you to fly.”

—MELODY DAVIS



Melody before and after

# From Struggle to Success

Earl Endrich invested in himself by joining One2One Coaching, an investment that continues to pay dividends.

**By Laura Foreman**

*Copywriter*

**B**efore Earl Endrich became a real estate professional, he was an aspiring bodybuilder and student. He worked in construction and had a part-time job at a nutritional supplement store, so he could take advantage of the employee discount.

"I never really had a clear vision of what I truly wanted. I was a bit lost," he explains. His mother was an experienced real estate agent, so it only seemed natural that Earl join her in the industry, too. Like many people, he held the popular misconception that real estate was easy—you show a house and get paid three percent.

"Little did I know that getting started in real estate would be one of the most trying times of my life," he says. "Now though, I'm grateful for having gone through that struggle."

## LESSONS FROM MOM

Earl's mother had been encouraging him to become an agent since he graduated from high school. She believed Earl's outgoing and friendly personality made him a natural for sales and real estate. He got his license and became an agent in 2007.

According to Earl, his mother is the master of negotiating, structuring a deal and closing a sale. Her business was going well and most of her clients were developers. However, when the economic downturn occurred, much of her business dried up or fell apart. Since she hadn't had to generate leads for many years, it was difficult for her to train Earl to get business. "I am more than grateful for her teaching me how to keep what little deals I did have together," he says.

Like most agents, he relied on cold calls, open houses and contacting FSBOs; however, the rejection eventually got to

**"There is still a long way to go, but now I realize it's a journey and not a destination."**

—EARL ENDRICH



him. "Being very personable, I was quickly getting drained from the business," he says.

Luckily, his broker, Gail, introduced him to 100 Days to Greatness, Buffini & Company's original training program. The training had a positive impact on him and revealed to him his true love for real estate.

"This was the way I wanted to do business," he says. He signed up for Referral Maker PRO [then Self-Paced Coaching] and quickly adopted the Referral System.

## BUILDING A BUSINESS DURING THE RECESSION

Although Earl got into real estate during the recession, he was able to close a

handful of deals early on. His mother, however, lost some of her large land deals and wasn't faring well. Not only did she lose nearly \$1 million in commissions, she was undergoing dialysis for kidney failure and finding it difficult to work. Earl felt motivated to make up the lost income.

However, like many agents adapting to the income peaks and valleys of the business, money management wasn't his strength. "If I couldn't afford something, I just put it on my credit card," he says. "I remember deciding what bills I'd pay based on who wouldn't come after me right away."

In 2010, his business began to grow. Although Earl credits some of the growth to first-time homebuyers taking advantage of the tax credits offered by



the government, maintaining consistent contact with his clients was also beginning to pay off.

"By mid-year, I'd made close to \$40,000, and that was all the money in the world to me. Though how I spent it was questionable: trips to the beach, dinners, going out every night of the week and paying for everyone!" he says.

By the end of the summer, he was back at square one financially. "I needed someone to save me from myself," he says. "Every time I received money, I'd spend it on the things I wanted when I didn't have any money."

## FINDING ACCOUNTABILITY IN A COACH

Earl had been interested in joining One2One Coaching for a while, but wasn't sure he could afford it. However, he reached a point where he realized he couldn't afford not to join. "With less than \$800 left in my account, I made the call and joined One2One Coaching and never looked back," he says.

His coach, Misty Durando, helped him build and prioritize every aspect of his business. "Coach Misty has helped me in more ways than she will ever know. I am grateful every day to have made the decision to get a coach," he says.

Misty helped Earl lean into his strengths. "Earl has always had dedication and drive," she says. "I knew that if we leaned into his Heritage Profile and set a goal with a big bull's-eye, he would compete against himself to hit it. And that he did!"

The first thing they focused on was creating a budget, and then they worked on his business systems. "During the first year of coaching, my income jumped more than 30 percent and I was finally making a dent in my debt," he says. "Joining coaching has been the single best thing I could have ever done for my business."

"His financial success is bar-none proof



that if you follow the Referral System and apply the financial principles we teach, you can have it all," says Misty. "Plus, he knows the best is yet to come! Oh, did I also mention he went from \$3 million in production to \$23 million? Mic drop."

## ACHIEVING SUCCESS

Working with a coach has made all the difference in Earl's business. His finances are on track and he has both a business and a personal budget.

"I now have a small team of five that runs like an actual business," he says. "Last year, we closed 65 sides with close to \$23 million in production. It was my best year ever."

Not only are his taxes paid, his car is paid off and he purchased his first home last year. "One of my biggest accomplishments is that I paid for my wedding and honeymoon with cash," he says. With deals in the pipeline, he knows where his next sales are coming from.

Coaching has also encouraged Earl to focus on personal growth. "If my pre-coaching self would look at how I go about my day, or even just my morning

routine, he would say there is no way that is me!" he says.

Instead of waking up mid-morning and working until 8 p.m., he's up at 5 a.m. Each morning, before 8 a.m., he's meditated, eaten a healthy breakfast, completed a CrossFit workout, written in his journal and read for 15 minutes. "My day is still crazy, but now I appreciate the chaos and know how to handle the stress," he explains.

Earl says, "Joining coaching is the best thing I've ever done as a business person and an individual. There is still a long way to go, but now I realize it's a journey and not a destination. Every day, I am grateful for my mother and her introducing me to this beautiful business, for finding Buffini & Company and for what I've accomplished with the help of my coach."

What would he tell someone who just joined One2One Coaching? "Trust the process, listen to your coach and get involved with the community. Buffini & Company coaches the best-of-the-best from all over the U.S. and Canada. Having the opportunity to network with all these professionals is priceless."

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Earl went from \$3 million in production to **CLOSING 65 SIDES WITH CLOSE TO \$23 MILLION IN PRODUCTION**, a personal best. He has a small team of five that supports him and he's running his business like a business.

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# Members Share What They Have Learned

The most successful real estate professionals are no strangers to the concept of self-improvement. They commit to learning and, as a result, their businesses thrive.

We asked some of our most accomplished Members who've attended the elite business conference, The Peak Experience, "What are your best tips for personal and professional growth?"



**By Laura Foreman**  
*Copywriter*



I don't believe there's a one-size-fits-all solution to any type of personal or professional development, but "know thyself," is a great place to start. Identify what has worked in the past, or works for you now, and then apply it! What

you "know" is useless without application.

I believe intentionality has to be in everything you do. For me, I have to remind myself every day of what I want, who I have to be and what I have to do, in order for that to happen.

To feed my own intention, I turn to books, scripture, quotes, motivational video clips, podcasts, a positive influence or anything that can help feed my goals on a daily basis. Be persistent and tenacious!

**Diana Baggett**

*RE/MAX Crosstown Realty  
Barrie, ON*



Real estate can be so stressful; we're pulled in so many different directions at the same time. I re-energize by spending time with my kids and turning off my phone. Enjoying an afternoon with the family in the pool is a great way for me to get refreshed and tackle the next day. I think you need to find that few hours once or twice a week to do what refuels you, so you can tackle the challenges that drain your energy.

This may sound funny, but I also have "theme songs." My husband laughs at me, but when I find an upbeat song with a positive message, I blast it on the radio on repeat until I feel like I can conquer the world. Find something that works for you!

For professional development, I listen to a lot of Mel Robbins, Les Brown, Zig Ziglar and, of course, Brian! There are lots of YouTube videos, podcasts and uplifting social media pages with positive messages that can help you. I just watched a Les Brown video this morning!

I've also started "gratitude walks," remembering from The Peak Experience that I can't be blessed and stressed at the same time.

Remember to invest in yourself and your business. It costs money to go to seminars, attend networking groups, etc. Do it! You are your most priceless asset. Build yourself, know your worth and always continue to learn and get better. The more you grow, the more your business will grow.

**Jody Huffmaster**

*RE/MAX Real Estate Connection  
Cabot, AR*





I have a few key tips. One: Include specific personal and professional growth goals and activities in your business plan. For example, each year I have a list of books to read, specific designations or certificates to earn and events

I'm going to attend. By including specific action steps in your plan and having them on a calendar, they become solidified. Keep in mind that, with a written plan, you are much more likely to take action. Two: Personal and professional growth with implementation, consistency and focus will turbocharge your relationships and business with positive energy. Three: "Put on your oxygen mask first." Hire a business coach, then submit and lean into your coach.

### **Stephanie Peterson**

*Windermere Real Estate City Group  
Spokane, WA*



Our two young kids consume our attention starting at 7 a.m. We help them prepare for school; the rest of the day unfolds from there. Personal growth and development is a non-negotiable, and early morning is the only time to

make it happen.

I get up most days at 5 a.m. to read personal growth books; I call this morning routine my "daily vacation." Reading is the catalyst that moves me to action and has transformed my life in every area. I hear the captivating voice of Jim Rohn in my head saying, "You've got to read all the books!" Elon Musk has a lofty goal to go to Mars. Mine is to read "all the books!"

### **Scott Wurtzbacher**

*W Realty Group  
Charlotte, NC*



First, plan out your learning opportunities for the year, kicking things off with a Buffini & Company event. I attended my first Peak Experience in May, and...wow! What a life-changing experience both personally and professionally. I've also attended Buffini & Company's MasterMind Summit, Success Tour and many other events. It is critical to be learning and growing daily. I have found the book recommendations from these events to be vital in my lifelong pursuit of learning. The

Peak Producers training program, "The Brian Buffini Show" podcast and Blitz productivity sprints are also incredibly useful tools.

Second, lean into your coach and Buffini Group. I absolutely love One2One Coaching! It helps hold me accountable and keeps my mind on the right track of positive thinking. The Heritage Profile provides huge insight into how you're wired and helps keep you focused on getting better at what you are good at. I am a Buffini Group Leader and love helping others and the networking opportunities that result.

Third, embrace change, seek out your "why" and serve. Change is exciting and helps you grow out of your comfort zone. A morning routine of prayer, meditation and exercise, along with keeping a gratitude journal, helps me get and keep my mindset right. Having a positive attitude and mindset first thing in the morning sets you up for a successful day.

Giving back and serving are a huge part of growing and developing as well. I am extremely passionate about serving others. I encourage everyone to get involved in something, whether it be volunteering at your church, a local charity, etc. Giving of yourself and your time will create unexpected returns.

Since I've been a Buffini & Company Member, my business has increased every year, and the insights I've gained are incredible. I am a much stronger woman now. Make your personal and professional development your foremost priority—you are worth it!

### **Colleen Goedker**

*Goedker Realty Inc.  
Brainerd, MN*



My best tip for personal and professional growth and development is to always be a student; no matter how old you are or how long you've been in your career field, be curious, be inquisitive and always be learning. Adjust your mindset to hear and fully consider what is being said. It will create the greatest opportunity for growth.

### **Megan Spargo-Ferrell**

*Podley Properties  
Pasadena, CA*



### Brian Lessinger & son, Zack

Reno, NV

**Brian:** My son (pictured left, with Brian Buffini) attended his first MasterMind when he was 12. He's now 21 and has been back seven or eight times since. He plays college basketball at Montana State University Billings. My daughter is 17 and has attended several times as well. You're not sure what they're getting out of it, and then a few weeks later they quote Brian. If you start them off young and expose them to good things, it sinks in!



**Zack:** MasterMind has helped me become more conscious of staying debt-free and managing money. Listening to Brian and Joe talk about compounding interest and their recommended books has helped, too. I'm currently reading, "The Automatic Millionaire." MasterMind also turned me on to goal setting. I have a notebook with weekly, monthly and yearly goals. I'm also inspired by the speakers and the challenges and struggles they've been through.

You figure, since they've been through some things, I know I can get through a situation that isn't as serious.

**MasterMind Summit** is Buffini & Company's once-a-year, family friendly, personal growth event. Often sold out, and with audiences upwards of 5,000, MasterMind combines carefully curated content from Brian, powerful guest speakers and a growth-focused audience for three days to empower life change. Here, we highlight those who've attended the event as children, and how it's made a positive impact on their lives. We've affectionately coined it, "Growing Up MasterMind."



### Sean Hackney & daughter, McKenna

Bellingham, WA

**Sean:** I waited till my daughter, McKenna (pictured above, with Brian Buffini), was a freshman in high school before bringing her to MasterMind. We've attended the past three years now, and the events have been some of our most cherished times together.

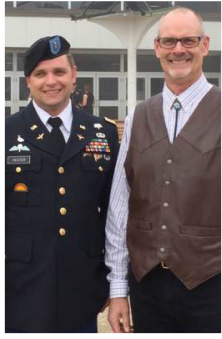
Last summer, McKenna raised her own money and took off on a two week adventure in Costa Rica to help a school. This was done completely on her own, with no financial support from

mom and dad.

She has used what she's learned to help lead the yearbook staff as editor, navigate the challenging times of high school and prep for her next journey in college. Her top four schools accepted her, including Pepperdine, but she ultimately settled on the University of Oregon, where she is going to explore the world of law and sports.

I truly don't believe she has any idea yet of the gift she received from Brian's vision many years ago. I'm excited to see not only what she does, but the ripple effect this will have on the years to come.



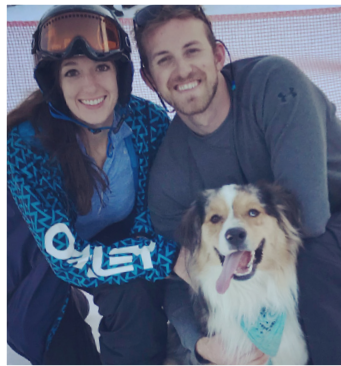
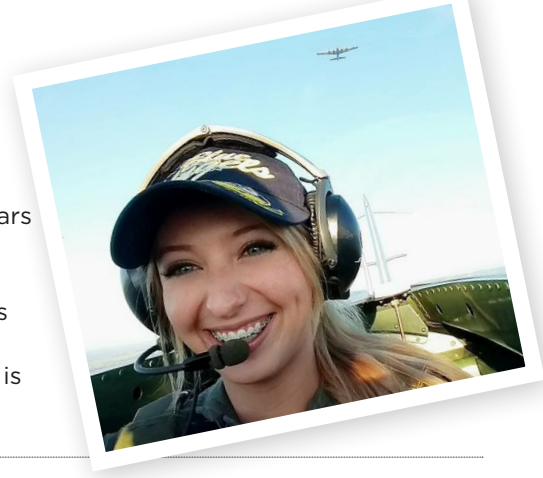


**Kurt Heater  
& son, Tim**  
*Grants Pass, OR*

**Kurt:** My son, Tim (left), graduated as a medic eleven years ago and wanted to attend MasterMind as his graduation gift. Today, Tim's in the Middle East, flying helicopters for the Army National Guard. I wholeheartedly believe two MasterMind events helped shape Tim into the man he is today.

**Karen Monroe & daughter, Theresa**  
*Colorado Springs, CO*

**Theresa:** I've been motivated by Brian since I was 11 years old. I'm now 21 and just received my commercial pilot certificate! During MasterMind 2017, Brian signed my book and included the Dr. Seuss saying, "Oh, the places you'll go..." That meant the world to me. Thank you for being part of the reason I've succeeded in my goals! It is a good life, even if it's not always great.



**Cindy Libonati & son, Vincent**  
*Calabasas, CA*

**Cindy:** My son, Vincent Libonati (left, with his fiancé), attended MasterMind with me every year from 10 years of age until 17, when he started college. When he entered into high school, he asked me to keep my ears open for an internship, so he could get ready and be accepted into a good college. I had a great physical therapist, who hired interns, so I made the introduction. They bonded right away and Vincent found his passion for the work he does today.

The personal development that was poured into him from such an early age most certainly helped shape him.

He wrote personal notes to his professors after finishing each year of college. He said he felt good doing something many others don't, letting his professors know they were appreciated. He graduated from Loyola Marymount University Magna Cum Laude and was accepted into the USC doctorate program, where he met the woman who became his wife. They both graduated as Doctors of Physical Therapy.

They celebrate their third anniversary this year and are in escrow on their first home. I am so blessed to have been able to share MasterMind with Vincent and see its lasting impact.

**Tanya Bugbee & daughter, Anya**  
*Buffini Business Coach, Carlsbad, CA*

**Tanya:** Both of my daughters, Katya and Anya (right): have been going to

MasterMind since they were teens. I wanted to spend time with them and encourage them to be goal-oriented. They had

whiteboards in their bedrooms to display their MasterMind goals each year. Katya is in one of the MasterMind photos on our website, sitting front row, center (I gave up my seat!). Anya is now an intern at Buffini & Company.

**Anya:** Even though I was only 11 years old when I first attended MasterMind, I learned so much about goal setting and the impact it can have on my life. I remember listening

to Brian and filling out my goal packet, then going home and creating a vision board that included all my goals, long-term and short-term.

To this day, I still set goals and write them down. Thinking of a goal and writing down a goal are two different things. Everyone is capable of thinking of things they would like to achieve; not everyone is able to stand up to their goals, write them down and achieve them. I learned this

at MasterMind and still believe it.

At the beginning of this year, I set a goal to be an intern at Buffini & Company. I wrote it down, told other people about it and set mini goals to achieve my larger goal. Some of these mini goals included: learning more about the Referral System, sharpening up my resume and building self-confidence. Five months later...I got hired as a summer intern in the Client Care Department!





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# WINNER'S CIRCLE

WORKING BUFFINI & COMPANY'S REFERRAL SYSTEM FOR SUCCESS

**Rebecca Worthington** | Team Powerhouse Realty, Prince George, BC

**R**ebeca Worthington, a broker from Prince George, British Columbia, first learned of Buffini & Company in January 2012, through the owners of her brokerage, Team Powerhouse Realty. "The owners, Mark McVey and Jay Rockwell, believed in Buffini & Company's principles and wanted to share them with the office," she explains. "I drank the Kool-Aid and have been loving it ever since!"

As a mother of four daughters, Rebecca strives to do it all: to be a good business leader, mother and wife. "Building my business with a full family life has always been the greatest challenge," she says. She received her license when her youngest daughter was 18 months old. Since then, she's been working hard to master each area of life.

"Goal setting has given me something to aim for, and I've been able to surpass my goals every year for the past six years," she says. It was because of her ambitious goals that she came to the attention of Brian Buffini. He met her at the Anaheim Success Tour earlier in the year and she shared that she'd just met her goal of being able to take her entire family to Disneyland, paying cash for the trip.

"It was at the 2012 Turning Point [now Success Tour] in Vancouver that I dreamed of taking my family to Disneyland," she says. By the time she achieved her goal, six years later, her youngest



**"The system has given her the confidence to say 'no' and build the boundaries that allow her to take vacations and enjoy time with her family."**

daughter had reached the age at which she could truly be "enchanted" by the Magic Kingdom. "It was more about being patient with the timing of the goal. We were diligent in saving the cash for this opportunity," she explains.

#### **Staying true to the Referral System**

Rebecca's commitment to work by referral has allowed her to achieve her goals. In addition to reviewing her notes from events and trainings each year, she also participates in the Blitz, which helps her leverage the selling seasons.

"When I first started with Buffini & Company, I sold 10 homes and made about \$25,000 in commissions," she shares. She didn't have an assistant and wasn't sure how to grow her business. "Buffini gave me the tools and know-how to just go out and do it!"

In 2017, she sold more than 44 homes, won her first MLS award and has consistently been one of the top three producers in her office for the past four years. She also has an assistant to help her stay organized.

"Working by referral has been the best thing for me, my business and my family

life," she says. Additionally, the system has given her the confidence to say "no" and build the boundaries that allow her to take vacations and enjoy time with her family.

#### **Looking ahead to more ambitious goals**

"The goal list is long," she says, noting that it currently includes taking her entire family to MasterMind Summit and buying another business with her husband.

"I want to fine-tune my business to a greater level of excellence, sell 47 homes this year and hit \$290,000 in commissions," she adds. Although she's set ambitious goals for her business, her top priority is her family. "Most importantly, I really want to spend quality time with my family and share more amazing experiences with my daughters," she says.

Working by referral has helped Rebecca succeed in her business and enjoy more time with her family. "As you build your business by referral, you'll be amazed how it builds on itself. It's like compounding interest in your business. It makes for a very nice community of clients that you are happy to serve, interact with and help."

Read more about Rebecca's story on the It's a Good Life blog at [buffiniandcompany.com](http://buffiniandcompany.com).

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# Get More Business By Being Yourself



**By Kevin Buffini**  
*Head of Heritage Abilities*

**M**any agents, especially those in competitive markets, struggle to set themselves apart. If your past clients don't remember you and you don't feel your current clients appreciate the service you provide, you may be wearing a cloak of invisibility without even knowing it.

## TAPPING INTO YOUR STRENGTHS

We often encourage our clients to remember why they got into the business when they're feeling burned out or disconnected, and this approach can be just as useful when you suspect you're not setting yourself apart. Part of this process is reconnecting with the reason you fell in love with the business in the first place. This will give you a glimpse into your natural gifts and strengths.

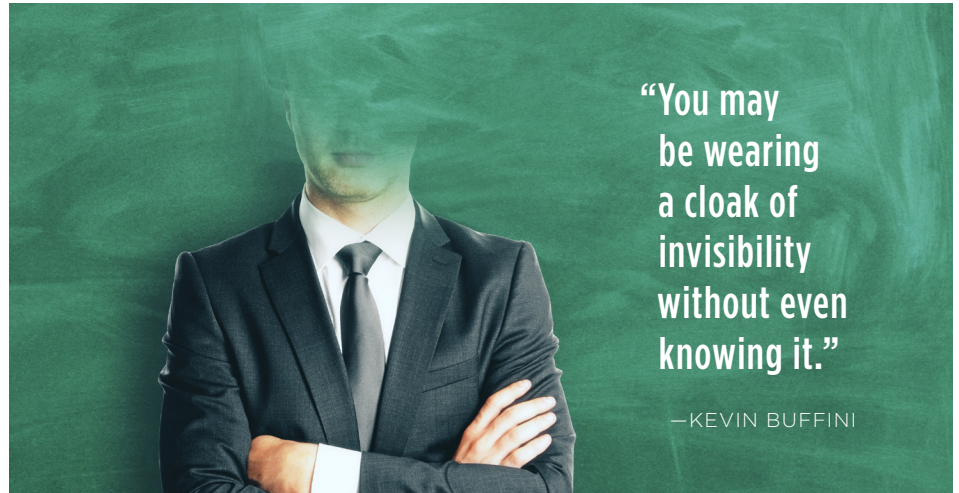
Everyone has natural gifts and strengths. When you know what yours are, you can understand your innate abilities, manage yourself better and connect on a deeper level with those around you. You also gain insight into your weaknesses and learn to shore them up.

By reconnecting with what we're good at and finding ways to tap into our strengths, we not only feel more energized, but are better prepared to exceed the expectations of our clients and set ourselves apart from the rest of the pack.

## WHY DID YOU GET INTO REAL ESTATE?

People choose to become real estate professionals for many reasons. What are yours?

**You love people:** If you became an agent because you love people, you're driven by the need to connect with your clients and help them achieve their dreams. Your strength is building and developing relationships with your



clients—past, present and potential.

To stand out in your market, focus on getting face-to-face with your clients, whether it's delivering Pop-Bys, meeting up for lunch or hosting a client party. Follow up with a handwritten personal note that mentions how much you enjoyed spending time with them and remind them you're never too busy for their referrals.

Since you want to help everyone, you may feel compelled to spend time with everyone equally. Prioritize your relationships to ensure you're investing in the most important people.

**You love freedom:** If you're like many agents, you chose real estate because it allows you the freedom of being your own boss. Often, several months into business, you realize you may have overestimated the amount of freedom you actually have. Although "structure" seems contrary to the freedom you're striving for, in reality, structure is essential if you want to run a successful business. A system gives you the structure you need to succeed; a coach provides the accountability and guidance that will help you grow your business.

Once the structure is in place, you'll have the freedom to tap into your strengths and serve your clients. Often,

those who crave freedom also like to incorporate fun into their days; so think of ways to make your lead-generating activities more enjoyable.

**You love a challenge:** Real estate is an industry not short of challenges, but that's likely part of its appeal to you. No two days are the same and no two transactions are alike, so there's always a new challenge to tackle. Use that to your advantage by positioning yourself as the person who will go to battle for clients during the negotiation process. Let your clients know they can rely on you to find solutions to their challenges and negotiate in their best interest.

One thing to keep in mind, just because you love a challenge doesn't mean you need to take them all on. Taking on too much may prevent you from providing great service to your best clients.

## USE YOUR ABILITIES TO STAND OUT

The more you know about your natural strengths and weaknesses, the better you can manage them. What's more, you can also lean on your strengths to serve and communicate better with your clients. Not only will you remove that cloak of invisibility, you'll serve your clients better as well.

# How to Find Your Biggest ROI



**By J'aime Nowak**

*Director of Corporate Development & Training*

**W**hen I first took over the leadership role in my real estate office, we were in a downward spiral. A triple-figure deficit kept growing each month and, in my desperation to turn things around, I was working 70-plus hours a week, had severe insomnia and took no time for me. I tried to please everyone, had no boundaries and quickly ran myself into the ground.

"This is not working," I thought. "I'm burned out and chewed up. How can I lead by example and build a strong company?" As I was struggling to find a better way, I remembered the quote I had learned from the great business philosopher, Jim Rohn, "Learn to work harder on yourself than you do on your job. If you work hard on your job you'll make a living, if you work hard on yourself you can make a fortune."

Without even realizing it, I had drifted away from all the good habits that filled me up and gave me great energy and creativity. I lost the capacity to serve at a high level and get terrific results in less time. That is the goal we all strive to reach, but every event I speak at and most conversations I have are centered on this very real challenge.

The good news? Power lies within each of us to change the story and create a truly great business while living a fulfilling life. Here are a few steps you can take to ensure you're working on your most important investment—yourself.

## **Put first things**

**first:** Take care of the golden goose for your business—in case you were wondering, that's you. For many of us, this is the first thing that gets cut out of our day; the first and last promise we break. We need to change that. We have more control over our morning

than the rest of our day, so seize that opportunity for a few quiet moments to give thanks and reflect on your goals.

## **Get up and get**

**moving:** A brisk 20-minute walk will greatly increase your energy and vitality. Did your morning get



hijacked? Fit it in at lunch or walk after dinner with your family or pup.

## **Eat more veggies and fruit:**

I travel with clean eats, like seeds, an apple, olives and a handful of nuts,

so I can pass the drive-thru and thrive on to my next commitment.

**Take time to nurture the really important relationships in your life:** Create blocks of time in your week for family dinner, grandkids' soccer games and calling a loved one. Make time for you, too. Add 10-minute breaks throughout your day to do something refreshing—listen to music, take a little walk and breathe. Treat yourself once a week; get a manicure, hit some balls at the range or get lost in a good book.

**Top tip:** Get at least eight hours of good sleep a night. Power down the screens an hour before bed and put your phone on "do not disturb" until at least 7 a.m. the next morning. This will change your life.





**N**ow, let's talk about the things that make your economic engine roar. The sales and marketing leg of your business is crucial to have and a solid, profitable asset that will serve you for years to come. Plug connection (calls, coffee, etc.) with clients and prospects into your schedule; start with 30 minutes each day and build from there. You'll see positive growth—more referrals and opportunities to serve good people—in a few short weeks. And, if you're taking care of you as well, you are much better for everyone else.

**Always seek input and consistently sharpen your skills:**

Learning, growing and re-inventing yourself is more important than ever in our industry. Schedule time to become sharper with the fundamentals of what we do; take a course or listen to a podcast on negotiation, mastery, recruiting, social networking, etc. Practice the skills and presentations that are the lifeblood of your business and be a sponge for the



**Top tip:** Subscribe to “The Brian Buffini Show” podcast and get amazing ideas, content and inspiration delivered to you every Tuesday!

latest happenings in our ever-changing industry. This is a big way to gain an edge over your competition.

Yes, this does require daily positive effort and a willingness to grow. Is it worth it?

The main benefit is the opportunity to be a better leader and manager, a more encouraging mother or father, a more supportive partner, a more productive and profitable businessperson. There is an emerging pattern here...

When we give to ourselves and work on creating great habits and skills, we become more realized and fulfilled in every role we play.

## And on the days when everything goes sideways (and it will)...

**Initiate Plan B:** When all seems to be going up in flames around you, and your schedule is toast, do the best you can with what's in front of you. Separate the “important” from the “urgent.” Not everything that is coming at you needs your immediate attention.

**Here's an example:** You are frenetically running around, taking care of clients and putting out the fires that come with every deal, and you get a call from school/work that says your little one (or big one) is sick with a fever. Put down your tools. Go get your baby. Get them comfy at home. Snuggle.

When the time allows, regroup, ask for help or grace and do what you can. Every other thing will be there for you later. On days like these, keep perspective. It's easy to become overwhelmed and caught up in the drama as things shift and change, but, if you continue to reprioritize and refuse to beat yourself up, you can fit in the important habits as you go.

If you missed your lead generation in the morning, fit in three calls before dinner. No dinner prepped? Grab a premade chicken and salad to feed the troops. No workout yet? Do 50 squats, 50 jumping jacks and 50 pushups. Or, instead of using a laundry basket and bringing up all the clean clothes at once, try my system and break it into several trips up and down the stairs. You got this.

**Top tip:** When you're in the fray, take a moment to breathe, hit the two-minute SOS button in your Headspace app (check out this amazing tool—perfect for our business—at [Headspace.com](https://www.headspace.com)), and decide what is truly important now: your life.

**I**t is a good life—crazy good. Leadership, and this business, is a courageous undertaking and sometimes overwhelming siege. Let's draw a line in the sand and stop the madness by hitting reset. When we focus on what is really important—investing in ourselves and our relationships—it enlarges our capacity to serve, grow and contribute; and that makes all the difference.

Give yourself permission to be a number one priority in your life and you will be a tremendous example and source of encouragement for the people you love, lead and serve.



# Industry Influencers on Leadership

Over the past several years, Buffini & Company has presented the *RISMedia Real Estate Leadership Award* to pros who are blazing new paths in the real estate industry. In addition to growing their businesses to new levels, these award winners exemplify what it looks like to lead well, no matter your office size.

## Gino Blefari CEO OF HSF AFFILIATES



### LEADERSHIP LESSON:

## Walk the talk

“People follow leaders who hold themselves to the same standards they hold their teams. If you expect excellence from your team, expect excellence from yourself. When you model the behavior you expect from your agents, your

agents will know the standard of excellence you expect and respect that you’re willing to practice it as well.”

**About Gino:** Although Gino confesses he got into real

estate “by accident,” he led his brokerage to become the fastest organically grown company in real estate. Now at the helm of HSF Affiliates, which includes Berkshire Hathaway and Real Living, Gino continues his hands-on leadership style, something that trickles down to others within the company.

“The speed of the leader determines the rate of the pack,” he says. Leading by example, he encourages his leadership team to walk the talk. His mission is to help people achieve their goals faster than they would in his absence. He motivates them to challenge themselves and improve their skills and goes out of his way to offer support where he can. Since he lives what he teaches, his team is more likely to follow his example. As a result, his team is not only able to reach its goals, but continues to set the bar higher and higher.

## Todd Hetherington CEO OF CENTURY 21 NEW MILLENNIUM

AND

## Mary Lynn Stone PRESIDENT OF CENTURY 21 NEW MILLENNIUM

### LEADERSHIP LESSON:

## Invest in success

“Invest in and help your team set goals—then hold them accountable. Provide opportunities to learn and grow and encourage them to participate in trainings at least once a year. Most importantly, practice what you preach and let your agents see you are as committed to success as you expect them to be.”

**About Todd and Mary Lynn:** Each relies on their strengths to lead their company, which serves the areas of southern and central Maryland, northern Virginia and Washington, D.C. While Todd is known for his decisiveness, Mary Lynn is known for her ability to build relationships and help people develop their strengths.

Both Todd and Mary Lynn are students of success and encourage professional growth at all levels of the business. They’ve filled their teams with collaborative,

high achievers who share the enthusiasm they have for real estate. Todd and Mary Lynn continue to foster this passion for the industry and remain invested in the success of their agents. Further, they encourage their agents to invest in the needs of their clients. With this focus, they’ve cultivated a culture of service.





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## Mike Ryan

EXECUTIVE VICE PRESIDENT OF RE/MAX

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### LEADERSHIP LESSON:

## Lean into relationships

“Continue to develop relationships with your agents and others within your brokerage and industry. As your relationships grow, you build trust. When people trust you, they

want to work for you and do business with you.”

**About Mike:** According to his peers, Mike Ryan is an expert relationship-builder at all levels of the company and beyond. People not only like and trust him, they want to do business with him. With honesty, integrity, positivity and willingness to outwork the competition, Mike leads by example, giving others within the organization the motivation to succeed. It’s not like Mike to lead from in front of a camera; instead, he works behind the scenes to connect with people, bring his vision to life and make things happen for RE/MAX and the real estate industry as a whole. His passion for and role within real estate is apparent to all who meet him.

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## Phil Soper

PRESIDENT AND CEO OF ROYAL LEPAGE

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### LEADERSHIP LESSON:

## Become a disruptor

“Growth doesn’t occur in your comfort zone; it occurs when you take a risk and rely on your knowledge and skills to give you

the tools you need to handle the next stage of your journey. Embrace change and look for innovative ways to exceed expectations. This will inspire others to do the same.”

**About Phil:** According to his team, what sets Phil apart is his willingness to embrace disruption. “Be willing to disrupt yourself and introduce new ideas,” he says. “If you don’t disrupt yourself, you can be sure a competitor will do it to you.” In this spirit, he encourages the people within his organization to offer new ideas that will move the company forward and allow it to meet the growing and changing needs of their clients. Although some ideas may work better than others, Phil and his team aren’t afraid of failure, as long as it’s coming from a core desire to succeed.

## Buffini & Company Certified Mentors on what they do to improve their mindsets and skills.

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### Mark Poisson

PHOENIX, AZ



I keep my skills sharp and stay ahead of market trends by regularly meeting with real estate agents. We exchange ways to stay on track and I learn their perspectives on what’s happening in today’s market. I’m passionate about elevating the level of professionalism in our industry; continued education and collaboration with other like-minded professionals and leaders in our industry is essential.

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### Anthony Perrotta

EAST NORTHPORT, NY



I know from experience that the more I expose myself to negative noise, the more I can fall into the trap of feeling negative myself. I love listening to “The Brian Buffini Show” in my car between appointments; it helps me continue to grow personally and professionally while keeping a positive mindset. Another important part of my day is every morning I go through a list of things that I am grateful for; I have really noticed a difference in my life since I started doing this.

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### Jackie Johnston

CONROE, TX



I do a few different things. In the morning, while I am getting ready for work, I enjoy listening to different podcasts like “The Brian Buffini Show.” I also listen to other podcasts about health and spiritual life, like Dr. Mark Hyman’s “Broken Brain” series and Joyce Meyer’s “Enjoying Everyday Life” series. Yoga at 6 a.m. twice a week clears my mind while doing something good for my body. Reading is also an important part of self-development, and my goal is to read six to eight books a year. I also have the privilege of facilitating a Buffini Group each month.

# Brian's Been Busy!

*And you know what that means...*

BIG  
NEWS  
COMING  
SOON!





# LESSONS FROM THE LEGENDS

## Q WHAT WAS YOUR BUSINESS AND LIFE LIKE BEFORE YOU STARTED COACHING?

I had no one to bounce my experiences, successes and challenges off of, no one who could listen objectively. So, I was out there just trying to figure it all out on my own.

## Q HOW HAS YOUR LIFE CHANGED AS A RESULT OF COACHING?

Coaching opened my mind to a future much bigger than I could have imagined on my own. Learn about the Referral System, start to apply it and get feedback; those little improvements, over time, increase your income and personal growth by leaps and bounds. In full transparency, I couldn't "see" myself as well as my coach could; and having that person in my corner who believed in me, guided me and encouraged me, when I was ready to give up on myself, changed my life forever!

## Q WHY DO YOU STILL NEED A COACH?

Even though my growth has been through the roof, I don't know what I don't know. My coach can see things at a deeper and more intuitive level than I could possibly comprehend. To grow, you have to change, and I need help to do this, to make sure I don't slide backward into my comfort zone.

## Q HOW DO YOU CONTINUE WORKING THE SYSTEM WHILE KEEPING IT FRESH?

In this industry, it seems we're always running into the same dramas and

challenges, just a new day and new client. But, when I focus on the person or family and how I can really get to know them more, serve them deeper and pour love and attention into them, that never gets old. It's energizing and refreshing every day.

## Q WHAT IS YOUR ADVICE TO SOMEONE WHO FEELS LIKE THEY'RE NOT MAKING PROGRESS?

If only I knew five years ago the relationships I was pouring myself into were going to turn into this gushing river of results. I trusted those who had gone before me. I trusted the system. I trusted Brian and my coach. In truth, I trusted myself. I knew if I worked hard on growing myself and made relationships my priority it would pay off—and it has.



## AN INTERVIEW WITH WENDY GRIFFIS

BETTER HOMES AND GARDENS, LIFESTYLES REALTY  
JACKSONVILLE BEACH, FL

## Q WHERE ARE YOU NOW IN YOUR BUSINESS AND PERSONAL LIFE?

I'm in a happy place, mostly because I'm striving for success and it feels good; but I have many more mountains to climb and there's still so much room for growth. I'm a world ahead of where I've been, and as long as I stay grounded, and remember where I came from, I can continue to achieve more in all areas of my life.

## Q WHAT IS ONE PIECE OF ADVICE YOU'D GIVE SOMEONE WHO JUST STARTED COACHING?

Please don't give up. If you feel like it's not going fast enough, or deep enough, maybe look inward and ask yourself, "What can I do to bring more and maximize this value?" I knew that having a coach was my ticket, even though I couldn't always see it.

# Weathering Life's Storms



By Beverly Buffini

**B**rian and I celebrate our 28th anniversary this year. When he proposed at a beach in Del Mar, California, he promised I would never experience a dull day in this marriage, and boy has he kept his promise!

Right there on the sand, he took a knee and proceeded to sing me the song, “I Only Have Eyes for You.” I was blown away; it was so romantic. As I reflect on our 32 years of friendship and love, I still marvel at how a young lady from Sumter, South Carolina, married this hilarious man who grew up all the way across the Atlantic.

My parents were very surprised, or dare I say shocked, when I told them about Brian. You see, in years prior, I was so focused on pursuing my Olympic dreams that I never had time for pursuing a serious, romantic relationship. I can still remember calling my mom on St. Patrick’s Day to let her know about Brian.

Have you ever had a conversation you can still recall word-for-word, even after so many years have passed? Well, this was certainly one. “Mom, I’m seeing someone,” I told her excitedly. She was so surprised and enthusiastically replied, “Oh, Beverly, that’s wonderful! What’s he like?” “Well mom,” I stammered, “he is so nice; he’s from Ireland.”

There was complete silence on the other end of the line. After what seemed like an eternity I said, “Mom? Mom?... Are you still there?” Then I finally heard these words, “There are not a lot of black folk in Ireland, Beverly, are there?”

As strange as it seems now, those were different times. Thirty years ago, only two percent of all marriages were interracial, and of those interracial marriages, only two percent were between a black woman and white man. Dealing with the judgments of not only complete strangers, but our own families, we definitely experienced some challenges at the beginning of our relationship.

While that was the first major struggle Brian and I faced, we have since had to weather many storms together. While we have experienced great success in business, there have been numerous recessions and setbacks along the way. We

have six amazing children who are often praised for their character, but believe me when I tell you that raising them has not come without challenge.

As I’m writing this article, I can only imagine your stories and what many of you have had to endure. So, how do we not only weather the storms of life, but also thrive in spite of our circumstances? While there are many thoughts, ideas and principles to consider, I’ll boil it down to the three practices most critical to me: (one) focus on what you can control, (two) increase your input so you can maximize your output and (three) pursue your goals.

So, what does “focus on what you can control” mean? I believe there are only three things you can control: your attitude, your effort and your energy. Some people have commented that I’m too much like Pollyanna—excessively cheerful and optimistic. I will take that criticism all day long, and I hope to be excessively optimistic for the rest of my life.



**“Brian and I are constantly renewing our commitment to exercise and eat healthy.”**





**“Every year, Brian and I get away for a planning weekend. We look back on the previous year, review what went well versus what needed improvement and then brainstorm.”**

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How do we focus our energy? It’s obviously pretty basic, yet hard to do. Brian and I are constantly renewing our commitment to exercise and eat healthy. We try to avoid people who are energy drainers and stay away from programs that are negative. We also like to stay inspired by quotes and wisdom from others. One of our daily favorites is a quote attributed to St. Jerome, “Good, better, best. Never let it rest. Till your good is better and your better is best.”

The next key ingredient for our personal growth is to increase our input so we can maximize our output. Brian and I have been very consistent with our mental diet—what we read, listen to and watch.

At least once a week, we review a sermon we see live or on TV and analyze how we can apply it to our lives. We’ll attend business and motivational events like those put on by Buffini & Company. We’ll buy two copies of the same book, read them together and discuss what we learn. We have totally different tastes, so when we pursue our separate interests, we always come back together and share what we’ve learned or experienced.

Obviously, if you’ve ever heard Brian Buffini speak, you know how committed he is to goals. We try to embody that content as a couple. Every year, Brian and I get away for a planning weekend. We look back on the previous year, review what went well versus what needed improvement and then brainstorm.

After, we begin writing goals, just like you do at the seminars. We also play Baroque music and write short-, mid- and long-range goals. Keeping our eyes on those goals and reminding each other of our family’s core values has helped us weather many storms and achieve things we weren’t sure were even possible.

So, no matter what you’re going through or what challenges you face, focus on what you can control, increase your input to maximize your output and pursue your goals. You’ll not only grow yourself, you’ll grow your important relationships, your business and your life.



# BRIAN BUFFINI ASKS SCOTT STRATTEN

Scott Stratten is widely regarded as one of the top social media influencers in the world. In his best-selling book, “UnMarketing,” he advocates an authentic marketing strategy that focuses more on building trust and relationships than on always selling.

## 1 How did your journey begin?

When I was 12 years old, I was watching a telethon; Les Brown was speaking and he mesmerized me. Not only was I inspired and motivated, but I thought, “Wait a minute, that’s an occupation.” Twenty years later, almost to the month, I spoke at Les Brown’s event.

## 2 How did promoting bands provide insight for “UnMarketing”?

Like any other business, our goal was to figure out, “How do we make people feel special?” We wanted people to feel like they made the right choice, like they got what they came for. While many marketers push-and-pray, I’ve aimed for pull-and-stay; we’d earn people’s information and stay in front of them with expected, relevant, quality things.

## 3 What are some examples of marketing gone wrong?

Not too long ago, I ordered some flowers for my mom. From then on, the company sent me an email every day. This is what I did, which epitomizes failure for a business: I unsubscribed from their list. You have to try real hard to get a current, satisfied customer to unsubscribe.

## 4 What is “UnMarketing”?

It’s thinking beyond yourself; whoever your market is, you have to put yourself in their shoes and think about what they need.

## 5 How did you end up in social media?

In the mid-2000s, I had a viral video agency. We made glorified slideshows.



When the recession hit, nobody was in the market for overpriced slideshows anymore. But, I knew the internet, and I knew people. I joined Twitter in April 2008, and the following January, I decided to live on Twitter for 30 days. I had about 1,200 followers at the time. I tweeted 7,000 times that month and got to 10,000 followers. It was like anything in business: luck, timing and skill.

## 6 Share a little about the publishing of “UnMarketing.”

When the book was ready to come out, I had about 45,000 of the 60,000 words due. Sometimes you get so inside of yourself, you can’t see the forest for the trees. If it weren’t for my wife, Alison, “UnMarketing” wouldn’t have hit the shelves.

## 7 What are some do’s and don’ts for promoting and marketing with relationships?

If you believe people do business with people they like and trust, what are you doing to help them like and trust you? The problem is, we want this immediate ROI. Networking takes time. Community needs cohesion and connection. The day you drift away from that is the day you fall behind.

## 8 What’s one of your social media best practices?

I want to be the catalyst for the conversation; I don’t need to be the topic. On Twitter, my rule is 50 general tweets to every one marketing tweet. On Facebook, I do 10 posts of other content to every one marketing post.

## 9 How do you approach your strengths and weaknesses?

Know what works for you. If you’re not a person who’s good at cold calling, don’t try to get better at it. If you love writing or video, focus on that. I want to heighten my strengths; I’ll outsource my weaknesses.

## 10 What can a small business owner do to wow their customers?

If the number one driver of new business is referrals, you increase your referrals by making yourself referable—by making static customers ecstatic. Instead of always looking for a new customer, serve your current customers and make it your focus to connect as deeply as you can with them.

For more conversation with Scott Stratten, listen to episode #099 of “The Brian Buffini Show.”



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# FINDING YOUR ACRE OF DIAMONDS

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# “IT BECAME MORE THAN JUST SELLING HOMES AND MAKING MONEY.”



*“When I say that Buffini & Company not only changed my business, but also my life, it is an understatement.”*

2014

I was lucky to have one sale a month. I had no systems in place, my business was sporadic and I was feeling lonely and depressed. I only closed 15 transactions that year.

2015

One night, when I couldn't sleep, I did an internet search for “real estate coaching programs” and found Buffini & Company's website. I was inspired by all of the success story videos and made a decision to sign up for Peak Producers even though I didn't have the extra money. I tripled my business as a result of the program.

2016

After completing the training program, I continued using Referral Maker CRM and my income increased from \$45,000 to \$118,000. My confidence changed and I decided to join One2One Coaching. I also attended MasterMind Summit for the first time and was blown away by everyone's willingness to share stories, challenges and ideas.

2017

Finishing my second year of coaching, I hired an assistant and two buyer's agents; together, we closed 76 transactions. I'm sharing my story with others to help inspire them through their struggles. I've had so many people open up to me and my relationships are 100 percent stronger.

ONE2ONE COACHING™ MEMBER  
**JANELL SCHMITTLING**

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Want to learn more about Janell's inspiring journey?  
[buffiniandcompany.com/blog](http://buffiniandcompany.com/blog)



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